

Rep Order# 7907041 Ver# 1 Mod# 0 Status Confirmed Traffic Order# 25100

Last Received: 09/25/2012 11:28 AM Printed: 09/25/2012 10:51 AM

1 of 6

Showing Buylines: All Lines

Station KSL-TV SALT LAKE CITY  
Advertiser ( ) LOVE, MA  
Product LOVE/CD4/R  
Estimate# C23C29  
Buyer Patricia Dome  
Phone#  
Fax#

Agency ( ) SMARTMEDIA GROUP  
814 KING ST, SUITE 400  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E  
Flight Dates 10/23/2012 - 10/29/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) WASHINGTON  
Salesperson ( ) JAMIE ANDRUS  
Salesperson Phone# 202-872-1155  
Salesperson FAX#

— CONTRACT COMMENT —

\*\*\*\*\*NONDISCRIMINATION\*\*\*\*\* PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
1	TU-W-F	TODAY	9A-10A	:30	10/23-10/26	3	\$100.00	3

Buyline Comment: 1/DAY

4	M	TODAY	9A-10A	:30	10/29-10/29	1	\$100.00	1
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Rating: 1.3

5	TU-TH	RACHAEL RAY	10A-11A	:30	10/23-10/25	3	\$55.00	3
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Rating: 1.5

Buyline Comment: 1/DAY

8	M	RACHAEL RAY	10A-11A	:30	10/29-10/29	1	\$55.00	1
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Rating: 1.5

Buyline Comment: 1/DAY

9	TU-F	STUDIO 5	11A-12P	:30	10/23-10/26	4	\$55.00	4
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Rating: 1.1

Buyline Comment: 1/DAY

13	M	STUDIO 5	11A-12P	:30	10/29-10/29	1	\$55.00	1
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Rating: 1.1

Buyline Comment: 1/DAY

14	TU-W	NEWS @ NOON	12P-1P	:30	10/23-10/24	2	\$100.00	2
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Rating: 2.1

Buyline Comment: 1/DAY

16	M	NEWS @ NOON	12P-1P	:30	10/29-10/29	1	\$100.00	1
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Rating: 2.1

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Station	KSL-TV SALT LAKE CITY		Agency ( ) SMARTMEDIA GROUP		Rep Firm	
Advertiser	( ) LOVE, MIA		814 KING ST, SUITE 400		Sales Office ( ) WASHINGTON	
Product	LOVE/CD4/R		ALEXANDRIA, VA 22314		Salesperson ( ) JAMIE ANDRUS	
Estimate#	C23C29		Agency C/P1/P2/E		Flight Dates LOVE/ORDR/C23C29	
Buyer	Patricia Dome		10/23/2012 - 10/29/2012		Hiatus Weeks	
Phone#			Salesperson Phone# 202-872-1155		Salesperson FAX#	
Fax#						
Ln	Day	Program	Time	Len	Dates	Spots/Week
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17	W-F	DAY'S OF OUR LIVES	2P-3P	:30	10/24-10/26	3
	Rating: 1.1	Buyline Comment: 1/DAY				
20	M	DAY'S OF OUR LIVES	2P-3P	:30	10/29-10/29	1
	Rating: 1.1					
21	TU-FR	DR PHIL	3P-4P	:30	10/23-10/25	3
	Rating: 1.1	Buyline Comment: 1/DAY				
24	M	DR PHIL	3P-4P	:30	10/29-10/29	1
	Rating: 1.1					
25	SU	SUNDAY EDITION	9A-930A	:30	10/28-10/28	1
	Rating: 1.7					
26	SU	MUSIC & SPOKEN	930A-10A	:30	10/28-10/28	1
	Rating: 5.4					
27	SU	MORMON TIMES	10A-1030A	:30	10/28-10/28	1
	Rating: 4.3					
28	TU-FR	KATIE	4P-5P	:30	10/23-10/25	3
	Rating: 2.0	Buyline Comment: 1/DAY				
31	M	KATIE	4P-5P	:30	10/29-10/29	1
	Rating: 2.0					
32	TU-F	TODAY	5A-6A	:30	10/23-10/26	4
	Rating: 0.7	Buyline Comment: 1/DAY				

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Showing Buylines: All Lites

Station	KSL-TV SALT LAKE CITY		Agency	SMART MEDIA GROUP		Rep Firm		
Advertiser	( ) LOVE, MIA		814 KING ST, SUITE 400	Sales Office	( ) WASHINGTON	Salesperson	( ) JAMIE ANDRUS	
Product	LOVE(CD4R		ALEXANDRIA, VA 22314	Salesperson Phone#	202-872-1155	Salesperson FAX#		
Estimate#	C23C29		Agency CPI/PZ/E	Flight Dates	10/23/2012 - 10/29/2012	Hiatus Weeks		
Buyer	Patricia Done		Flight Dates	Hiatus Weeks	Time	Len	Dates	Spots/Week
Fax#			Hiatus Weeks	Time	Len	Dates	Spots/Week	Rate
Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
36	M	TODAY	5A-6A	:30	10/29-10/29	1	\$10.00	1
Rating:	0.7							
37	TU-F	TODAY 2	6A-7A	:30	10/23-10/26	4	\$100.00	4
Rating:	2.2							
		Buyline Comment: 1/DAY						
41	M	TODAY 2	6A-7A	:30	10/29-10/29	1	\$100.00	1
Rating:	2.2							
42	TU-F	TODAY	7A-8A	:30	10/23-10/26	4	\$250.00	4
Rating:	2.7							
		Buyline Comment: 1/DAY						
46	M	TODAY	7A-8A	:30	10/29-10/29	1	\$250.00	1
Rating:	2.7							
47	TU-F	TODAY	8A-9A	:30	10/23-10/26	4	\$110.00	4
Rating:	2.0							
		Buyline Comment: 1/DAY						
51	M	TODAY	8A-9A	:30	10/29-10/29	1	\$110.00	1
Rating:	2.0							
52	SU	TODAY	7A-8A	:30	10/28-10/28	1	\$20.00	1
Rating:	1.5							
53	SU	MEET THE PRESS	8A-9A	:30	10/28-10/28	1	\$100.00	1
Rating:	2.2							
54	TU, TH-F	NEWS @ 5P	5P-530P	:30	10/23-10/26	3	\$210.00	3
Rating:	3.6							
		Buyline Comment: 1/DAY						

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Station KSL-TV SALT LAKE CITY

Advertiser ( ) LOVE, MIA

Product LOVE/CD4/R

Estimate# C23C29

Buyer Patricia Done

Phone#

Fax#

Agency ( ) SMARTMEDIA GROUP

814 KING ST. SUITE 400

ALEXANDRIA, VA 22314

Agency C/P1/P2/E

LOVE/ORDR/C23C29

Flight Dates 10/23/2012 - 10/29/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) WASHINGTON

Salesperson ( ) JAMIE ANDRUS

Salesperson Phone# 202-872-1155

Salesperson FAX#

In Day Program

Time Len Dates

Spots/Week Rate

Total Spots

57 M NEWS @ 5P

5P-530P :30 10/29-10/29

1 \$210.00

1

Rating: 3.6

58 TU-F NEWS @ 6P

6P-630P :30 10/23-10/26

4 \$170.00

4

Rating: 4.2

Buyline Comment: 1/DAY

62 TU-W KSL 5 NMS-6:30

630P-7P :30 10/23-10/24

2 \$125.00

2

Rating: 3.7

Buyline Comment: 1/DAY

64 M KSL 5 NMS-6:30

630P-7P :30 10/29-10/29

1 \$125.00

1

Rating: 3.7

65 SA 6PM NEWS

6P-630P :30 10/27-10/27

1 \$100.00

1

Rating: 3.6

66 SU NEWS

4P-430P :30 10/28-10/28

1 \$50.00

1

Rating: 1.6

67 TU-TH TONIGHT SHOW

1035P-1135P :30 10/23-10/25

3 \$100.00

3

Rating: 4.2

Buyline Comment: 1/DAY

70 M TONIGHT SHOW

1035P-1135P :30 10/29-10/29

1 \$100.00

1

Rating: 4.2

71 W-TH LATE NIGHT

1135P-1235A :30 10/24-10/25

2 \$60.00

2

Rating: 1.9

Buyline Comment: 1/DAY

73 M LATE NIGHT

1135P-1235A :30 10/29-10/29

1 \$60.00

1

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Station	KSL-TV SALT LAKE CITY		Agency	SMARTMEDIA GROUP		Rep Firm	WASHINGTON	
Advertiser	( ) LOVE, MIA		814 KING ST, SUITE 400	Sales Office	( )	Sales Office	( )	WASHINGTON
Product	LOVE/CD4R		ALEXANDRIA, VA 22314	Salesperson	( )	JAMIE ANDRUS		
Estimate#	C23C29		Agency C/P1/P2/E	LOVE/ORDR/C23C29		Salesperson Phone#	202-872-1155	
Buyer	Patricia Done		Flight Dates	10/23/2012 - 10/29/2012		Salesperson FAX#		
Phone#			Hiatus Weeks					
Fax#			Time	Len	Dates	Spots/Week	Rate	Total Spots
Ln.	Day	Program	-----	-----	-----	-----	-----	-----
74	SA	SPORTSBAT	1035P-1105P	:30	10/27-10/27	1	\$110.00	1
Rating:	2.8							
75	TU-W,F	10 P NEWS	10P-1035P	:30	10/23-10/26	3	\$950.00	3
Rating:	7.3							
		Buyline Comment: 1/DAY						
78	M	10 P NEWS	10P-1035P	:30	10/29-10/29	1	\$950.00	1
Rating:	7.3							
79	SA	10 P NEWS	10P-1035P	:30	10/27-10/27	1	\$550.00	1
Rating:	5.6							
80	SU	NEWS	10P-1035P	:30	10/28-10/28	1	\$900.00	1
Rating:	7.3							
81	F	GAME NIGHT LIVE	630P-7P	:30	10/26-10/26	1	\$120.00	1
Rating:	2.4							
82	SA	GAME NIGHT LIVE	630P-7P	:30	10/27-10/27	1	\$30.00	1
Rating:	2.9							
83	M	REVOLUTION	9P-10P	:30	10/29-10/29	1	\$600.00	1
Rating:	4.3							
84	TU	THE VOICE	7P-8P	:30	10/23-10/23	1	\$850.00	1
Rating:	5.3							
85	W	CHICAGO FIRE	9P-10P	:30	10/24-10/24	1	\$400.00	1
Rating:	6.1							
86	F	WHITNEY/COMM	7P-8P	:30	10/26-10/26	1	\$550.00	1
Rating:	5.8							

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Station KSL-TV SALT LAKE CITY  
 Advertiser ( ) LOVE, MIA  
 Product LOVE/CD4R  
 Estimate# C23C29  
 Buyer Patricia Done  
 Phone#  
 Fax#  
 Lin Day Program  
 --- --- ---  
 87 SU SUNDAY NIGHT FB  
 Rating: 5.7

Agency 814 KING ST, SUITE 400 ALEXANDRIA, VA 22314 Agency C/P1/P2/E Flight Dates Hiatus Weeks	Rep Firm WASHINGTON Sales Office ( ) Salesperson ( ) JAMIE ANDRUS	Salesperson Phone# 202-872-1155 Salesperson FAX#			
Time 615P-930P	Len :30	Dates 10/28-10/28	Spots/Week 1	Rate \$1,000.00	Total Spots 1

**—REPORT TOTALS—**

Report Totals: 87 / \$16,315.00

**—SALES MONTHLY TOTALS—**

Oct 12: 70 / \$13,270.00  
 Sales Totals: 87 / \$16,315.00  
 Station Totals: 87 / \$16,315.00  
 Lines not sent/rclnd/rtrn: 0 / \$0.00

**—COMPETITIVE—**

Market Totals \$81,575	CABL 0%	KJZZ 0%	KSL 20%	KSTU 0%	KTVX 0%
KUCW 0%	KUTV 0%	MSI 0%	UNKN 80%		

Books null  
 Demos RA35+